

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 06.30.2020

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.  
 BLJ Worldwide LTD. 5875
- (c) Business Address(es) of Registrant  
 1359 Broadway, Suite 1102  
 New York, NY 10018

## 2. Has there been a change in the information previously furnished in connection with the following?

## (a) If an individual:

- |                           |                              |  |
|---------------------------|------------------------------|--|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

## (b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

## (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☐If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☒

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Position	Date Connection Ended
Michael Holtzman	Global President	01/29/2020

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

Name	Residence Address	Citizenship	Position	Date Assumed
Amy Rosen		USA	President	
John Cpin		USA	Managing Director	

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Amgad Naguib	Managing Director	04/09/2020
Emily Holtzman	Account Executive	01/29/2020
Michael Holtzman	Global President	01/29/2020

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
Amgad Naguib	Managing Director	Embassy of Pakistan	04/09/2020
Emily Holtzman	Account Executive	Embassy of China	01/29/2020
Michael Holtzman	Global President	Embassy of China	01/29/2020

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

The Embassy of the People's Republic of China to the United States  
China-United States Exchange Foundation

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See attached.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

See attached.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
See attached.			

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Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See attached.			

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☐ No ☒

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches  
☐ Other (*specify*) \_\_\_\_\_

**Electronic Communications**

☒ Email

☐ Website URL(s): \_\_\_\_\_

☐ Social media websites URL(s): \_\_\_\_\_

☐ Other (*specify*) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☐ Other (*specify*) \_\_\_\_\_

21. What language was used in the informational materials:

☐ English ☐ Other (*specify*) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

8.31.20(Print or type name under each signature or provide electronic signature<sup>13</sup>)Pete Brown

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

BLJ WORLDWIDE

FARA REG. NO. 5875

ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JANUARY 1, 2020 TO  
JUNE 30, 2020

*11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement?*

**The China-US Exchange Foundation:** CUSEF, a non-government non-profit entity based in Hong Kong, engages in promoting relations and facilitating exchanges between China and the United States. We shared information about the Foundation's work to various audiences and provided support for delegations visiting China. Also supported the ChinaUSFocus.com website and related social media accounts, which include sourcing content and performing periodic general promotional activities.

**Embassy of the People's Republic of China to the U.S.:** From May 30, 2017 we have supported the PRC's Embassy to the United States in their communications and promotion efforts.

**Embassy of the Islamic Republic of Pakistan to the U.S.** From July 19, 2019 we have supported the Islamic Republic's Embassy to the United States in their communications and promotion efforts.

*12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity as defined below? If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.*

**The China-US Exchange Foundation:** CUSEF, a non-government non-profit entity based in Hong Kong, engages in promoting relations and facilitating exchanges between China and the United States. We shared information about the Foundation's work to various audiences and provided support for delegations visiting China. BLJ has also helped CUSEF to engage openly with academic and thought leaders, including through the use of salon style dinners.

We also supported trips to China for the following media outlets:

- Vox
- Slate
- Boston Herald
- Boston Globe
- Huffington Post

**Embassy of The People's Republic of China to the United States:** BLJ and the Embassy of China have endeavored to focus on the following key areas of work: 1) media training; 2) media monitoring; 3) social media; 4) media relations; 5) message recasting; 6) public diplomacy support; 7) strategic communications guidance and support; 8) crisis communications and hot button issues; 9) influencer relationship building and networking.

BLJ and the Embassy have conducted 4 media training and lecture sessions, consisting of a large lecture on diplomatic skills, a special media training for senior diplomats, a general media training lecture with a breakout session, and two small interactive media training sessions, and special guest lectures.

BLJ has also conducted regular daily media monitoring reports for the Embassy, as well as a weekly social media monitoring reports and accompanied recommendations for action. Further, BLJ has conducted twice daily social media monitoring briefs and once daily end of day media monitoring reports. Additionally, BLJ has endeavored to provide the Embassy with constant monitoring of key issues, and conduct crisis management and communications when necessary.

BLJ has also helped the Embassy maintain and enhance its social media presence, including through the maintenance of the Embassy's social media handles and assistance in content curation, creation, and editing.

BLJ has also assisted the Embassy in crafting, editing, and placing op-eds. This service discontinued as of June 1, of 2020. BLJ has also helped the Embassy to re-craft its core policy points into talking points, and has helped to edit speeches for Embassy hosted events, or events in which the Embassy has participated. Further, BLJ has also helped the Embassy in hosting events on special commemorative days and on key issues. Additionally, BLJ has helped the Embassy to implement its public diplomacy imperatives, as well as further engage with academia and thought leaders, including through the use of salon style dinners.

**The Embassy of the Islamic Republic of Pakistan in the United States:** Since July 19, 2019 BLJ and the Embassy of Pakistan have endeavored to focus on the following key areas of work:

- 1) media relations
- 2) media monitoring
- 3) social media
- 4) message development and key issues briefings
- 6) public diplomacy support
- 6) strategic guidance and support regarding US and international issues
- 6) crisis communications
- 7) securing and promoting webinars and virtual events
- 8) supporting additional media relations for Pakistan Consulates in Houston, Los Angeles, Chicago and New York
- 9) increasing influencer relationships and facilitating networking opportunities

BLJ and the Embassy have coordinated multiple webinars and recently supported a week long media relations campaign to support peace initiatives in Kashmir.

BLJ has also conducted regular daily media monitoring reports for the Embassy, as well as a daily and weekly social media monitoring reports and accompanied recommendations for action. Further, BLJ has created targeted issues briefs that offer high level of detailed synopsis regarding Pakistan and relevant news stories. BLJ provides strategic recommendations to help support Islamabad and the Embassy. In addition, BLJ provides the Embassy with constant monitoring of daily international news and offers crisis management and communications support when necessary.

BLJ has also helped the Embassy maintain and enhance its social media presence, including through the maintenance of the Embassy's social media handles and assistance in content curation, creation, and editing. BLJ assists the Embassy in crafting, editing, and placing op-eds on a regular basis. Further, BLJ has also helped the Embassy in hosting events (virtual since March 2020) on special commemorative days and holidays and on targeted key issues. BLJ provides the Embassy suggested strategies and tactics to implement regarding its public diplomacy imperatives, as well as further engage with key influences, politicians, leaders in academia and business leaders.







BLJ WORLDWIDE

FARA REG. NO. 5875

## ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JANUARY 1, 2020– JUNE 30, 2020

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? (YES)

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.

DATE	FROM WHOM	PURPOSE	AMOUNT
(thru) 06/30/20			
06/30/20	China-U.S. Exch Found	Fees	\$313,200.00
06/30/20	Embassy of China	Fees	\$144,000.00
06/30/20	Embassy of Pakistan	Fees	\$300,000.00
	<b>TOTAL</b>		<b>\$757,200.00</b>



